

Amendment to the Specification

Please amend the abstract as follows:

A digital advertising method in display screen of a cellular telephone having three types of advertisements. ~~is used as a digital advertising medium to provide various kinds of classified advertisement data.~~ One is an N type for broadcasting advertisements from a central exchange to relay stations at specific times. Another is eEmergency notification as a warning message or image data from a local government and is transmitted to affected areas. In both cases, data is broadcast without a communication being established to a receiver. One to one type calls are an ordinary person to person call. The receiver selects categories and types of advertisements. The advertisement content includes advertising data, ~~information is included in the classified advertisements. The contents of advertisements include transferred advertising data as well as advertiser's inquiry telephone number, data, and web site address.;~~ The contents are stored in memory of the cellular telephone. ~~which will be able to re-dial and access to the web site automatically and buy a product or service if wished. The digital advertising contents are stored in a memory installed in the receiver cellular telephone.~~ The stored advertisements contents are replayed on a the screen of the cellular telephone by pushing predetermined function keys. The contents may be downloaded from a web site, ~~by a link to a web site and replayed not only on~~

the screen of the cellular telephone, ~~but~~ and also on home audio/video devices.

~~An advertising agency registers the requested advertisement data from
advertisers to a database in Central telephone exchange office, where
advertisement data is edited and transmitted to a receiver when a request call is
made.~~